

WHAT IS CLAIMED IS:

1. A method of sharing content comprising:
classifying content perceived by a sharing user;
determining a set of recipient candidates likely to be interested in the content
5 based upon the classification of the content and prior sharing activity of the recipients
with respect to content of the same or similar classification; and
presenting to the sharing user one or more members of the set of recipient
candidates for sharing the content being perceived by the sharing user.
- 10 2. The method of claim 1 wherein the content comprises online content.
3. The method of claim 1 wherein the content comprises Internet content.
4. The method of claim 1 wherein classifying content further comprises
15 determining a level of classification granularity.
5. The method of claim 1 wherein determining the set of recipient candidates
comprises doing so based upon information made available by a potential recipient
candidate.
- 20 6. The method of claim 1 wherein determining the set of recipient candidates
comprises doing so based upon active manipulation by the sharing user.
7. The method of claim 1 wherein determining the set of recipient candidates
25 comprises doing so based upon information supplied by a third party.
8. The method of claim 1 wherein determining the set of recipient candidates
comprises doing so based upon passive personalization.
- 30 9. The method of claim 1 wherein classifying the content comprises
automatically classifying the content at a sharing user system.

10. The method of claim 1 wherein determining the set of recipient candidates comprises doing so dynamically.

5 11. The method of claim 1 wherein determining a set of recipient candidates comprises selecting the one or more recipient candidates based on a matching between the content and an interest of the recipient.

12. The method of claim 1 wherein determining a set of recipient candidates
10 comprises selecting the one or more recipient candidates by a sharing user system.

13. The method of claim 1 wherein determining a set of recipient candidates comprises selecting the one or more recipient candidates by a host system.

15 14. The method of claim 1 further comprising sharing the content using at least one of an instant message, a chat room, and an e-mail message.

15. The method of claim 1 further comprising:
receiving an online presence status for one or more members of the set of
20 recipient candidates; and
presenting to the sharing user one or more communications options for sharing the content with a recipient candidate based upon the online presence status of the recipient candidate.

25 16. The method of claim 15, wherein presenting one or more communications options comprises configuring one or more communications channels.

17. The method of claim 16 wherein the communications channels comprise one or more of an instant messaging communications channel, a chat communications
30 channel, and an e-mail communications channel.

18. The method of claim 1 wherein:
classifying the content comprises identifying a change in the content; and
determining a set of recipient candidates comprises determining a set of
recipient candidates based upon the changed content.

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19. The method of claim 1 further comprising encountering content by the
sharing user.

20. The method of claim 19 further comprising determining whether the
content is sharable, and if so, rendering an indication to the sharing user that the
content is sharable.

21. The method of claim 20 wherein the indication comprises a visual
indication.

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22. The method of claim 20 wherein the indication comprises an audible
indication.

23. The method of claim 1 further comprising storing the set of recipient
candidates as a sharing list.

24. The method of claim 23 further comprising retrieving the sharing list.

25. The method of claim 24 further comprising updating the sharing list based
upon the determined set of recipient candidates.

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26. A computer program, stored on a computer readable medium, the
computer program comprising instructions for:
classifying content perceived by a sharing user;

determining a set of recipient candidates likely to be interested in the content based upon the classification of the content and prior sharing activity of the recipients with respect to content of the same or similar classification; and

presenting to the sharing user one or more members of the set of recipient
5 candidates for sharing the content being perceived by the sharing user.

27. The computer program of claim 26 wherein instructions for classifying content further comprises instructions for determining a level of classification granularity.

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28. The computer program of claim 26 wherein instructions for determining the set of recipient candidates comprises instructions for doing so based upon information made available by a potential recipient candidate.

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29. The computer program of claim 26 wherein instructions for determining the set of recipient candidates comprises instructions for doing so based upon active manipulation by the sharing user.

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30. The computer program of claim 26 wherein instructions for determining the set of recipient candidates comprises instructions for doing so based upon information supplied by a third party.

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31. The computer program of claim 26 wherein instructions for determining the set of recipient candidates comprises instructions for doing so based upon passive personalization.

32. The computer program of claim 26 wherein instructions for determining the set of recipient candidates comprises instructions for doing so dynamically.

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33. The computer program of claim 26 wherein instructions for determining a set of recipient candidates comprises instructions for selecting the one or more

recipient candidates based on a matching between the content and an interest of the recipient.

34. The computer program of claim 26 further comprising instructions for:
5 receiving an online presence status for one or more members of the set of recipient candidates; and
presenting to the sharing user one or more communications options for sharing the content with a recipient candidate based upon the online presence status of the recipient candidate.

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35. The computer program of claim 34, wherein instructions for presenting one or more communications options comprises instructions for configuring one or more communications channels.

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36. The computer program of claim 35 wherein the communications channels comprise one or more of an instant messaging communications channel, a chat communications channel, and an e-mail communications channel.

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37. The computer program of claim 26 wherein:
instructions for classifying the content comprises instructions for identifying a change in the content; and
instructions for determining a set of recipient candidates comprises instructions for determining a set of recipient candidates based upon the changed content.

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38. The computer program of claim 26 further comprising instructions for storing the set of recipient candidates as a sharing list.

39. The computer program of claim 38 further comprising instructions for
30 retrieving the sharing list.

40. The computer program of claim 39 further comprising instructions for updating the sharing list based upon the determined set of recipient candidates.

41. A user interface that enables sharing of content, the user interface
5 comprising:
an application user interface that enables perception of content by a sharing user;
a mechanism that received a set of recipient candidates determined likely to be interested in the content based upon the classification of the content and prior sharing
10 activity of the recipients with respect to content of the same or similar classification;
and
a mechanism that presents to the sharing user one or more members of the set of recipient candidates for sharing the content being perceived by the sharing user.

42. The user interface of claim 41 further comprising:
a mechanism that receives an online presence status for one or more members of the set of recipient candidates; and
a mechanism that presents to the sharing user one or more communications options for sharing the content with a recipient candidate based upon the online
20 presence status of the recipient candidate.

43. The user interface of claim 41 further comprising:
a mechanism that enables one or more menu options for a recipient candidate based upon the online presence status of the recipient candidate, with menu options
25 enabled for a first online presence state differing from menu options enabled for a second online presence state; and
a mechanism that presents the enabled menu options to the sharing user.

44. The user interface of claim 42, wherein the mechanism that presents one
30 or more communications options comprises a mechanism that configures one or more communications channels.

45. The user interface of claim 44 wherein the communications channels comprise one or more of an instant messaging communications channel, a chat communications channel, and an e-mail communications channel.

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46. The user interface of claim 41 further comprising a mechanism that determines whether the content is sharable, and if so, a mechanism that renders an indication to the sharing user that the content is sharable.

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47. The user interface of claim 46 wherein the indication comprises a visual indication.

48. The user interface of claim 46 wherein the indication comprises an audible indication.